WBCSD – Business Solutions for a Sustainable World

200 members, 24 sectors, 19m employees and $9tn aggregate revenue
Action 2020: 6 clusters

- Basic Needs & Rights
- Sustainable Lifestyles
- Climate Change
- Water
- Ecosystems
- Exposure to Harmful Substances

Social Impact
Sustainable Lifestyles
Climate & Energy
Water
Ecosystems & Landscape Management
Safe & Sustainable Materials

Sustainable Cities
Zero Emissions Cities

Objective – reach zero emissions in cities focusing on smart mobility/logistics, buildings, waste and energy infrastructure

3 pilot cities

Amsterdam – Zuidoost
Collaborating with key stakeholders to transform an existing district

Birmingham – Smithfield markets
Deliver a zero emissions master plan for the investment market including commitment to enhance city’s natural infrastructure

Navi Mumbai – Pushpak Nagar
Deliver an energy master plan for a zero emissions township

Selecting additional cities for 2016...
Climate neutrality – how will this be achieved?

- Driving **major efficiency improvements in key sectors** (buildings, mobility and logistics, and industry) and electrifying energy demand.

- Shifting the electricity supply towards **100% renewable energy** (where possible locally generated).

- Utilizing smart management systems and technologies to optimize and harmonize electricity supply and demand, while also further catalyzing **positive behavior change** by urban energy users.
Birmingham

- 60% reduction of city’s total CO₂ emissions by 2027 (1990 baseline), pop growth by 15%
- Opportunity areas: buildings, transport, waste to energy, green infrastructure
- Area master plans: Curzon (HS2), Snow Hill, Smithfield, etc.

Focus: Smithfield Markets Master Plan (from wholesale to mixed use)
Smithfield Markets – scope of work

- **Site.**
  Smithfield Market regeneration. 14Ha masterplan in historic market area

- **Topics.**
  High standards of sustainable design
  Transport hub – Snow Hill, Curzon H2
  Reducing energy & water consumption
  Resilience & green infrastructure
  Conservation of historic moat and manor house
  Relocation of wholesale markets
Smithfield markets – Framing the ZEC vision

Next Steps

Develop an “Investor-led” model
- Agreement on KPIs and level of ambition
- Embed KPIs into scope for development (to ‘go to market’)
- A clear proposition for investors – costs and benefits to deliver the ZEC solution
- Delivery of a clear market proposition highlighting benefits for businesses, residents and the City.

- Setting KPIs for compliance ‘Best in Class’ and aspirational performance
- KPIs evolved through engagement with key stakeholders
- KPIs incorporate metrics relating to ZEC and broader sustainability requirements for the city – e.g. Natural Capital Indicators
Thank you
Roland Hunziker – hunziker@wbcsd.org
Annex
Mainstream Life-Cycle Assessment for Buildings & Materials

• Objective: Harmonize, simplify and mainstream the use of life-cycle assessment (LCA) for buildings (including materials, operational, and end of life information)

• Provide guidance on implementation to enable a common language on sustainability that can be used throughout the value chain.

• Target communication needs of stakeholders and decision makers with a consistent set of key indicators on building performance.

• Lead by example and show proof of concept across the value chain.
• The Real Estate Industry does not incorporate LCA into its due diligence/risk assessment processes

• Currently, there is a break in the value chain at the point of project turnover

• We must bridge this gap by identifying indicators that establish a common language
Project idea

- Develop a report that outlines the business case (value driver) of specific environmental indicators for all members of the value chain.
Energy Efficiency in Buildings 2.0

Members & Partners

Objective - Unlock **financially viable energy efficiency investments** that today are not being realized because of mostly non-technical barriers

[Images of partners and a map showing 10 pilot markets]
Energy Efficiency in Buildings 2.0

Bringing together the value chain...

- Awareness and leadership
- Workforce capacity
- Financing
- Policy and regulation

... to overcome market barriers

Scaling up through LCTPi-EEB

Projected energy use in buildings in 2030 can be reduced by 50% through actions on energy efficiency

... to make an impact at local level

EEB platforms: Houston, Poland, Rio, Jakarta etc.